



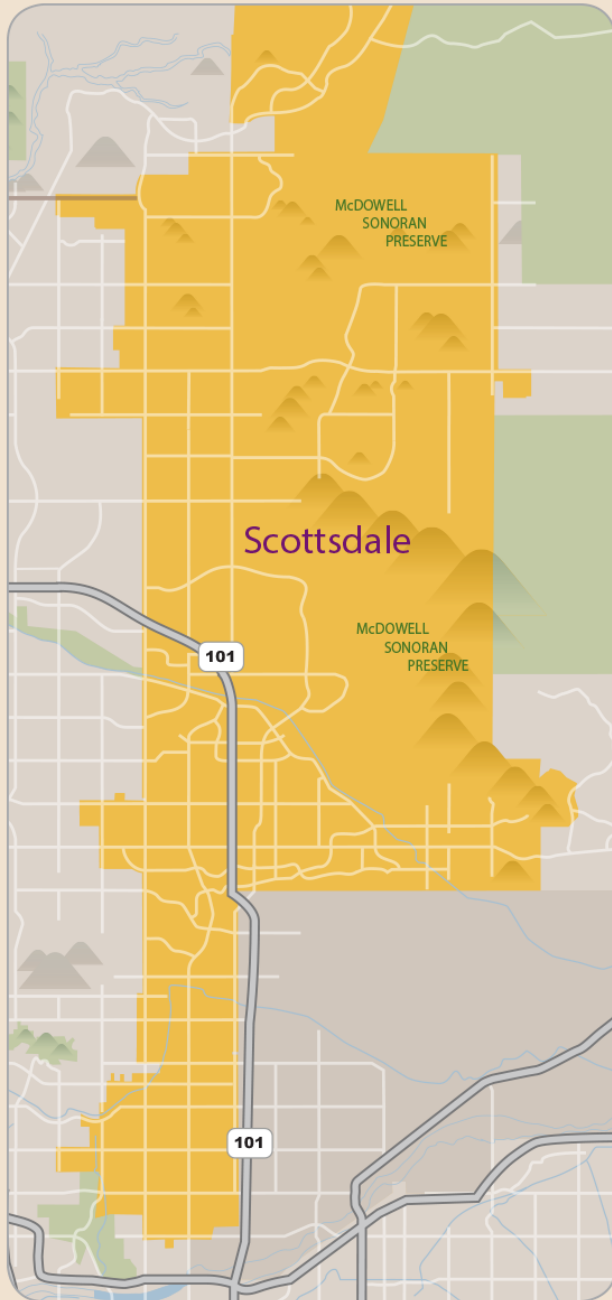
Photo by Bill Timmerman



# The City of Scottsdale

An annual report to our citizens

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480-312-2800



## Scottsdale Snapshot

- Scottsdale has 224,800 residents and covers about 185 square miles.
- There are over 3 million square feet of maintained city facilities.
- There were 2,147 full-time and 299 part-time employees on July 1, 2014.

# What was accomplished?



## Preserve Meaningful Open Space

- Added 2,365 acres to the McDowell Sonoran Preserve assisted by state grants
- Opened Brown's Ranch trailhead and the first phases of Granite Mountain and Fraesfield trailheads



## Enhance Neighborhoods

- Used federal grants to upgrade 266 street lights to LED energy efficient lighting in four neighborhoods
- Rehabilitated eight-unit housing complex on Bellevue Street in partnership with Habitat for Humanity



## Seek Sustainability

- All three major credit rating agencies affirmed the city's "AAA" bond rating – the highest possible rating
- Refinanced \$106 million of city bonds, saving \$7.5 million of debt service over the life of the bonds



## Support Economic Vitality

- The 275,000 square foot Tony Nelssen Equestrian Center expansion opened at WestWorld in January
- Negotiated operating agreement and identified funding to build Scottsdale's Museum of the West



## Advance Transportation

- Completed Northsight extension, Hayden roundabout and the Rawhide Wash bridge on Scottsdale Road
- Added fuel-efficient trolleys to the neighborhood and downtown routes



## Value Scottsdale's Unique Lifestyle and Character

- Completed multi-use Arizona Canal Path from 64th Street to Goldwater Boulevard
- Bil Keane's 'The Family Circus' cartoon commemorated in bronze statue at McCormick – Stillman Railroad Park

Note: These are selected accomplishments grouped by strategic goal.  
The strategic goals are the major divisions of the voter-approved 2001 General Plan.

## How Our Residents Rate Scottsdale

Percent "excellent" or "good"

### Quality of life



### As a place to live



### Appearance



### City services



### City employees



### Value of services for taxes paid
















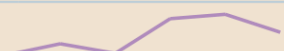



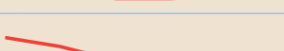



# How do we compare with our neighbors?

Scottsdale is part of the Phoenix metropolitan area, and taxes and rates vary across the eight largest cities. Scottsdale's taxes and rates are lower than all but two or three of the largest cities.



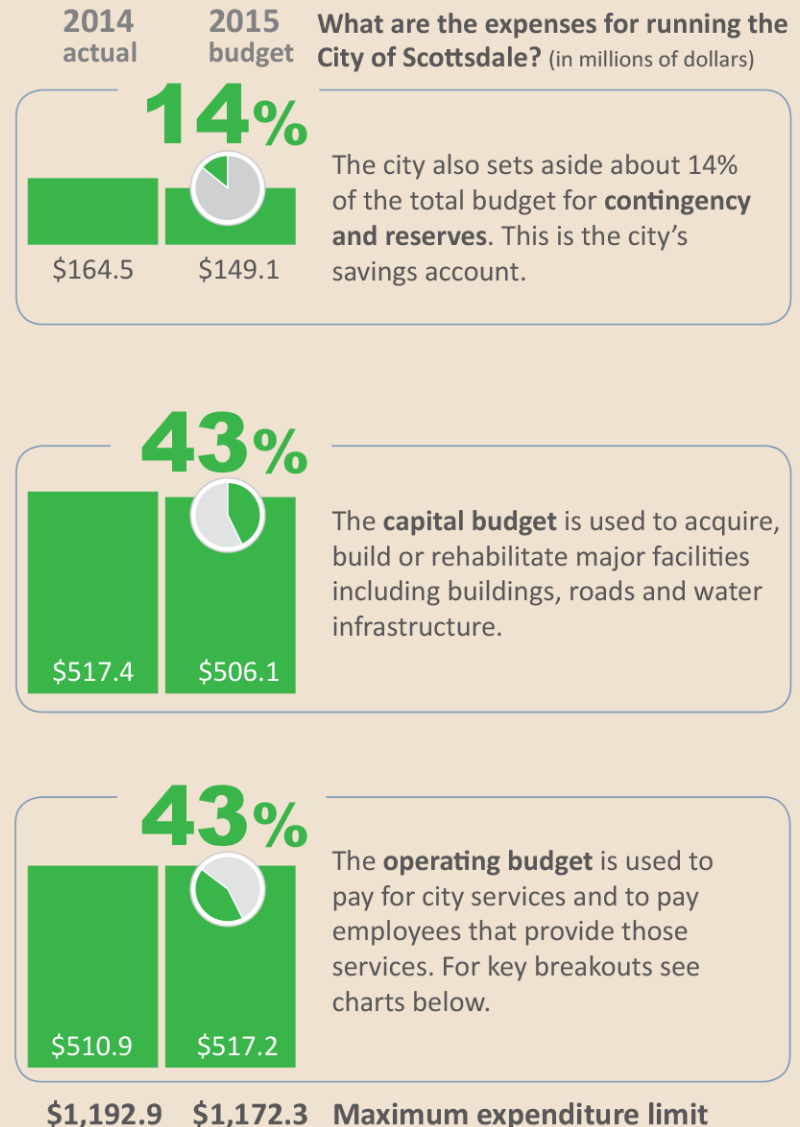
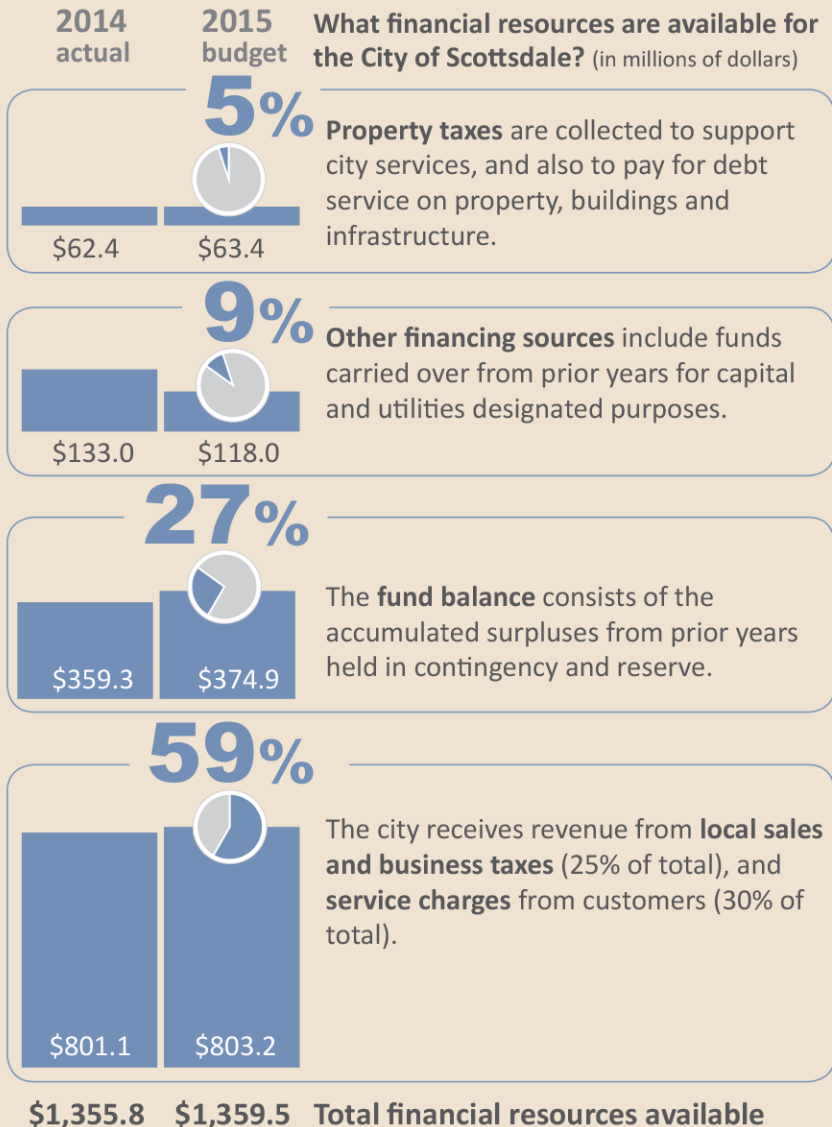
# How are we doing?

This is a snapshot of a few indicators tracked over time. More performance measures are in the budget book.

Scottsdale Statistics Fiscal Year Ending June 30		2009	5-Year Trend	2014
	Acres of land acquired for the McDowell Sonoran Preserve	25		2,365
	Annual attendance at parks, community centers and libraries (in millions)	8.7		7.8
	Total number of filed charges heard and resolved by the City Court	137,887		83,441
	Responses by the Fire Department to calls for emergency services	23,953		28,544
	Average Fire Dept. travel time to calls for emergency services (in minutes)	4:23		4:27
	Total crimes per thousand (Scottsdale Uniform Crime Report, Part 1) *	34.3		27.8
	Average Police Department response time to emergency calls (in minutes)	5:07		5:04
	Drinking water supplied (million gallons per day)	69.4		70.2
	Homes serviced by residential trash and recycling collections	78,607		80,354
	New jobs created in targeted industries	394		1,069
	Average hotel occupancy rate	59%		66%
	Total citywide transit ridership (in millions)	3.5		2.6
	Scottsdale Airport takeoffs & landings	169,972		142,248
	Maintained landscaped medians and rights of way (in millions of square feet)	17.0		22.5
	Maintained city facilities (in millions of square feet)	2.3		3.3

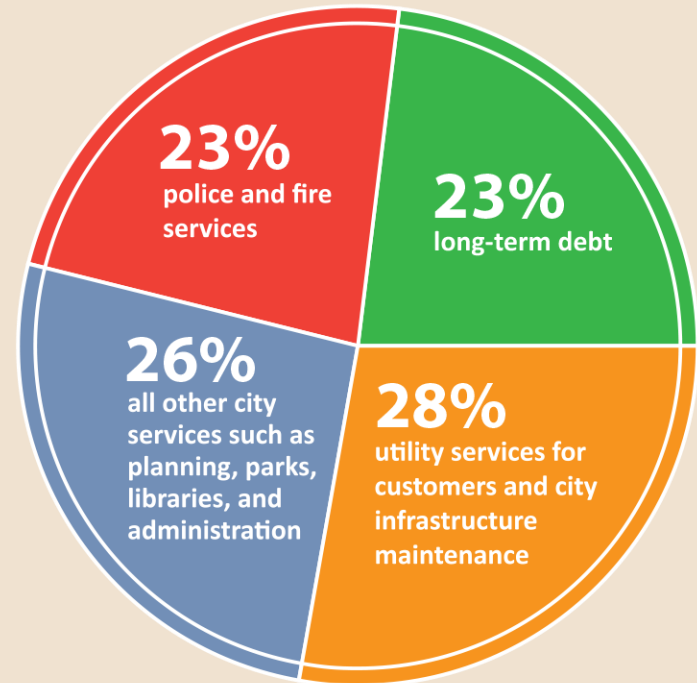
# What does it cost to run the city and how are those costs paid for?

Scottsdale is required by law to adopt a budget each year, and cannot spend more than that total amount.



# Two looks at the operating budget

## Two looks at the total operating budget



## **Mission Statement**

Simply better service for a world-class community

## **City Council Priorities**

- A. Partner with residents and businesses to revitalize the McDowell Road corridor
- B. Provide strategic support of tourism and visitor events
- C. Create and adopt a comprehensive economic development strategy
- D. Develop a transportation strategy that anticipates future needs
- E. Prepare and adopt fiscally sustainable operating and capital budgets
- F. Reinvest in a high performance organization and work culture

# What are our priorities?



- Improve traffic signal performance by repair, replacement or upgrade of equipment and signal timing
- Begin construction of transit improvements and roundabout adjacent to Mustang Library
- Improve storm drainage north of Shea between 90th and 96th and along Granite Reef south of Chaparral



- Redesign ScottsdaleAZ.gov website to accommodate tablets and mobile phones
- Double wireless capacity at public libraries in response to continued increases in customer demand
- Purchase land and begin design of a permanent location for Fire Station 613 near Scottsdale and Jomax



- Coordinate with Scottsdale Convention & Visitors Bureau to host 2015 Super Bowl events in Scottsdale
- Complete construction and open the Scottsdale Museum of the West
- Complete renovations to the TPC Scottsdale clubhouse and Stadium Course



- Increase residential recycling diversion rate from 28 percent to 35 percent or greater by the year 2020
- Ensure water supply sustainability by increasing stored water credits for drought reserve
- Initiate education campaign on salinity to reduce salt in wastewater and environment
- Upgrade treatment technology at Chaparral Water Treatment Plant to meet stricter regulations



- Acquire two properties near Pima and Dynamite for future Preserve trailhead and wash protection

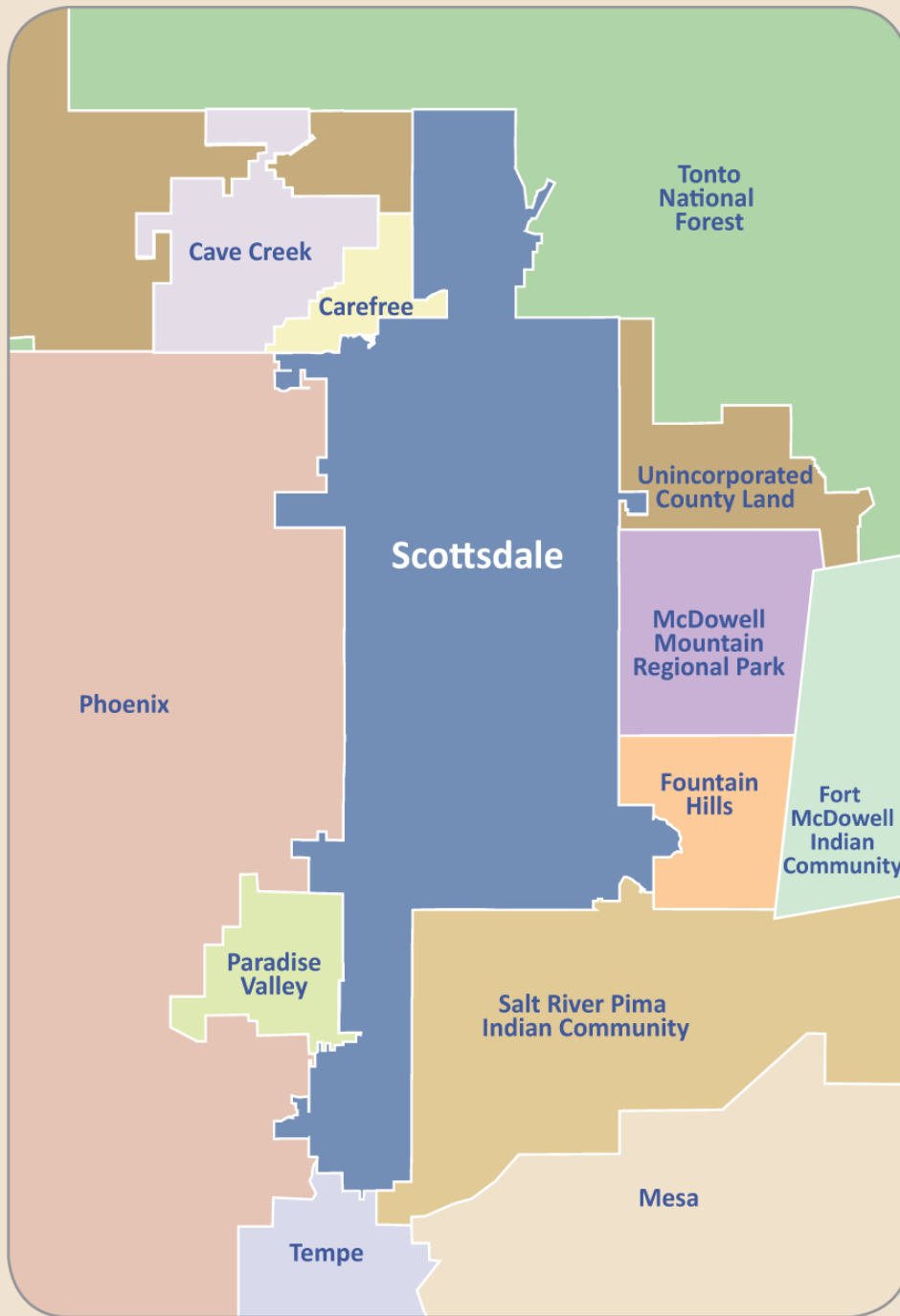


- Begin construction of a multi-use path along the Arizona Canal from Chaparral Road to McDonald Drive
- Add bicycle and pedestrian capacity to the McDowell Road bridge over the Indian Bend Wash Greenbelt
- Complete bicycle lanes and pedestrian amenities on Thomas Road from Scottsdale Road to Indian Bend Wash



# Scottsdale By the Numbers

## A Demographic Summary

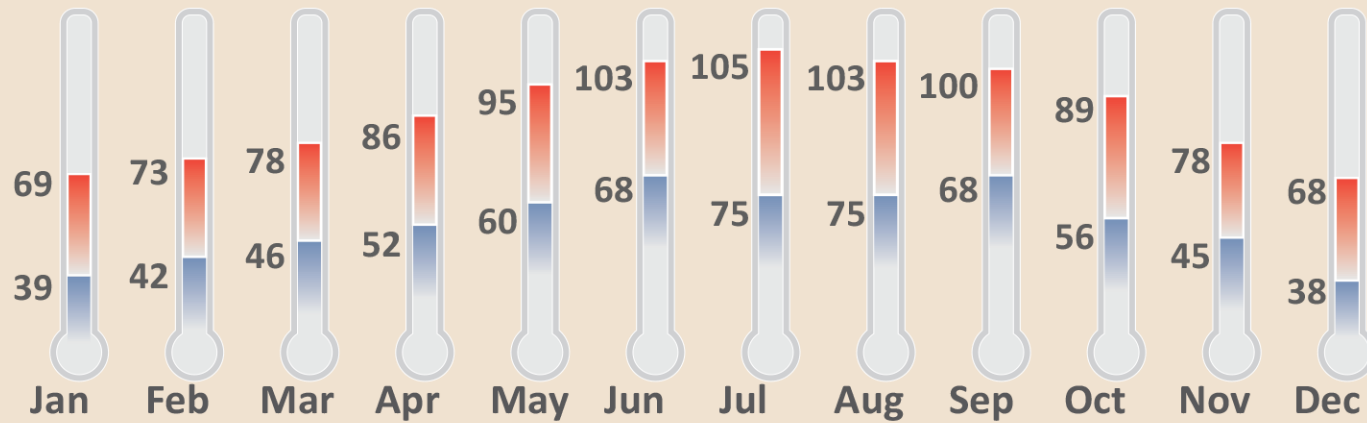


## Location

Located in Maricopa County, Arizona, the city covers an area of 184.5 square miles; 31 miles from north to south and 11.4 miles at its widest point.

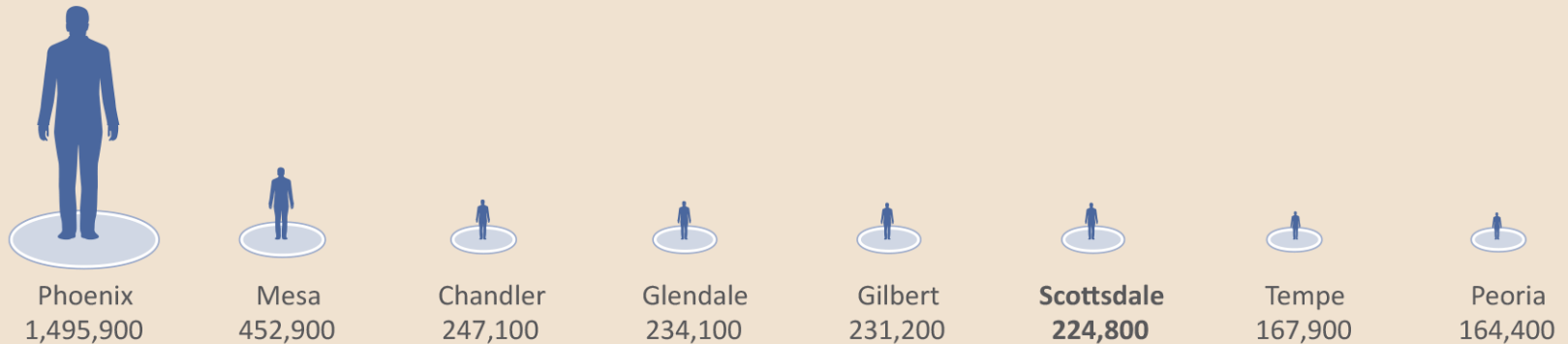
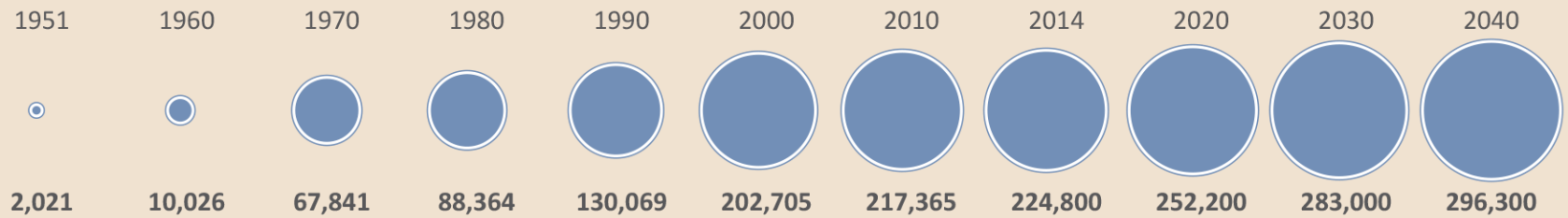
Scottsdale's elevation varies from a low of 1,150 feet to 4,877 feet, and at Scottsdale Airport is 1,510 feet above sea level.

# Climate



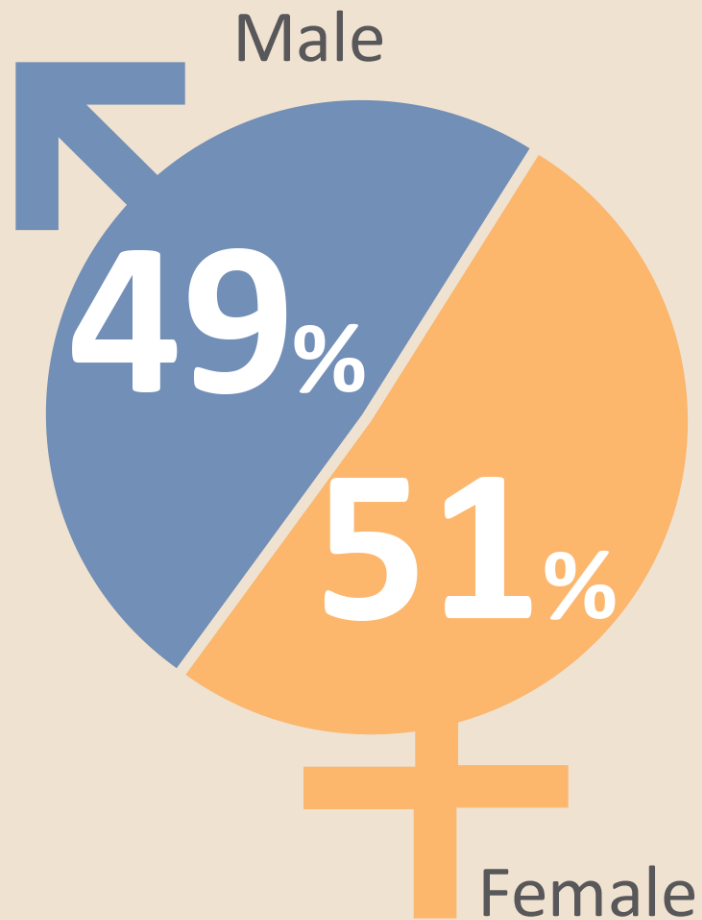
## Population

Scottsdale is the seventh largest city in Arizona and the 95<sup>th</sup> largest city in the United States.



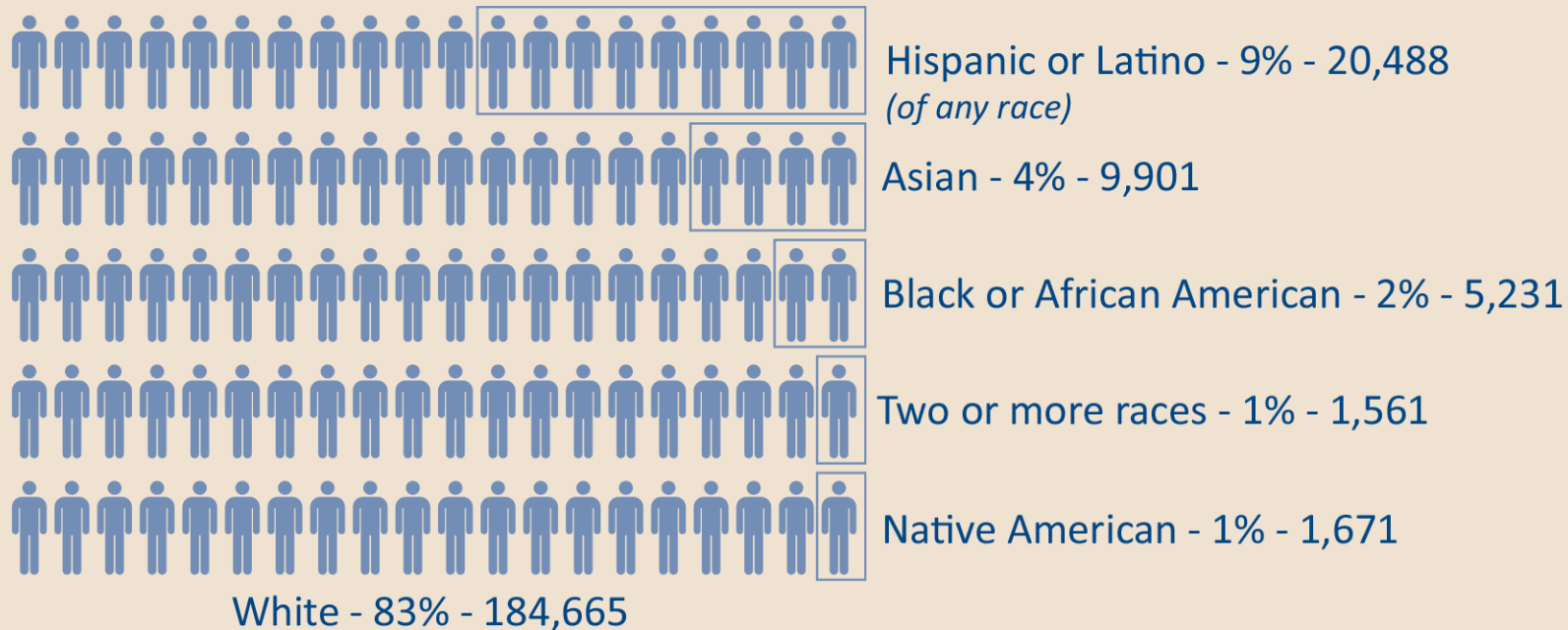
Source: U.S. Census Bureau (1951-2010), azstats.gov (2014-2040)

# Scottsdale's Residents

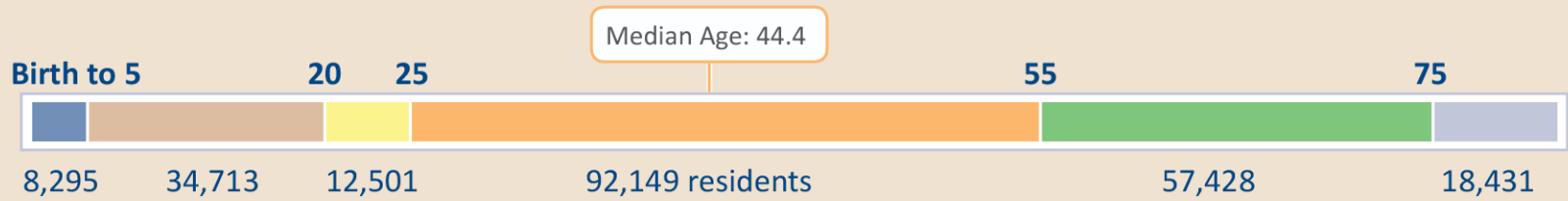


Source: U.S. Census Bureau, 2012 American Community Survey, 1-year estimates

# Race and Ethnicity

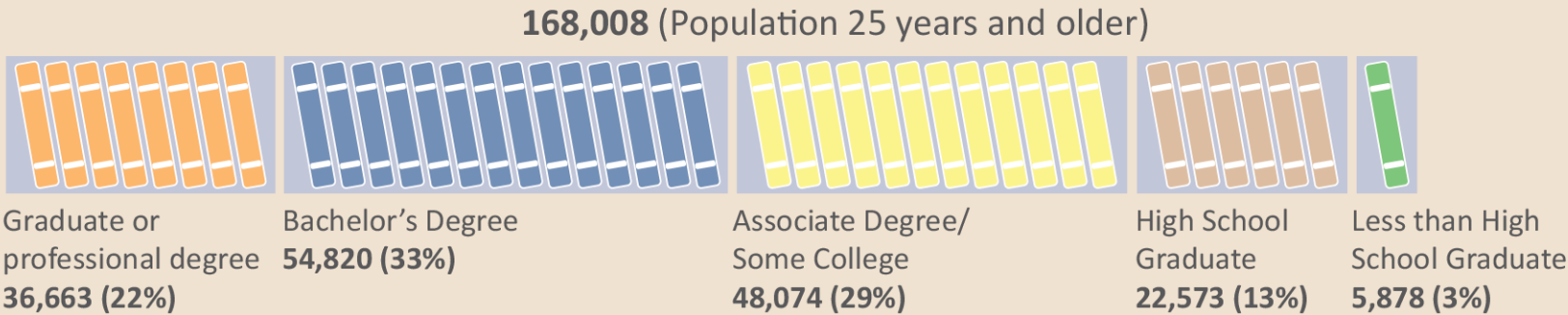


# Age Distribution



Source: U.S. Census Bureau, 2012 American Community Survey, 1-year estimates

# Education



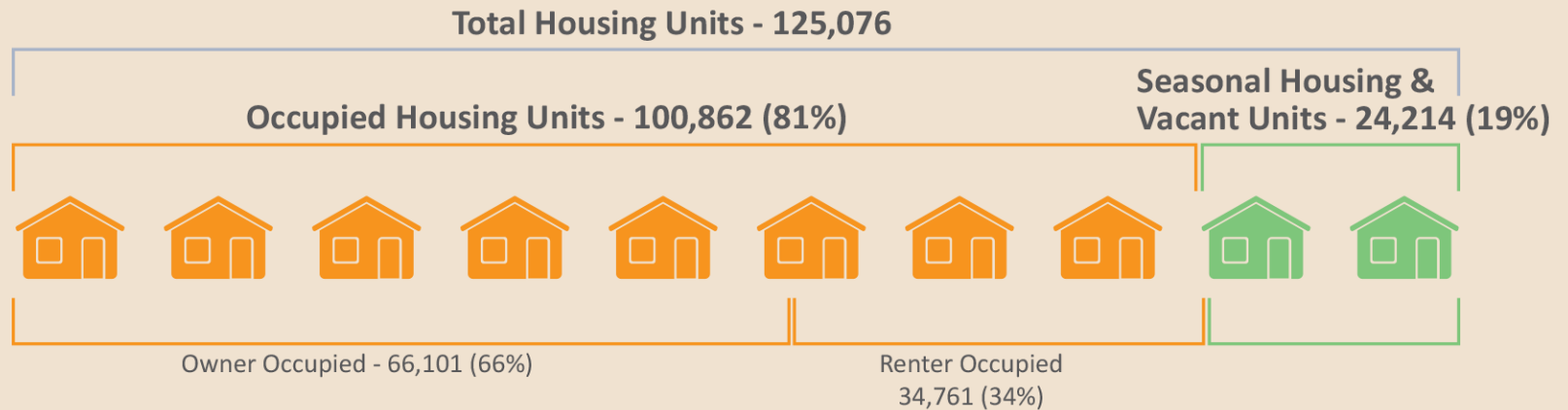
Source: U.S. Census Bureau, 2012 American Community Survey, 1-year estimates

# Median Housing Value

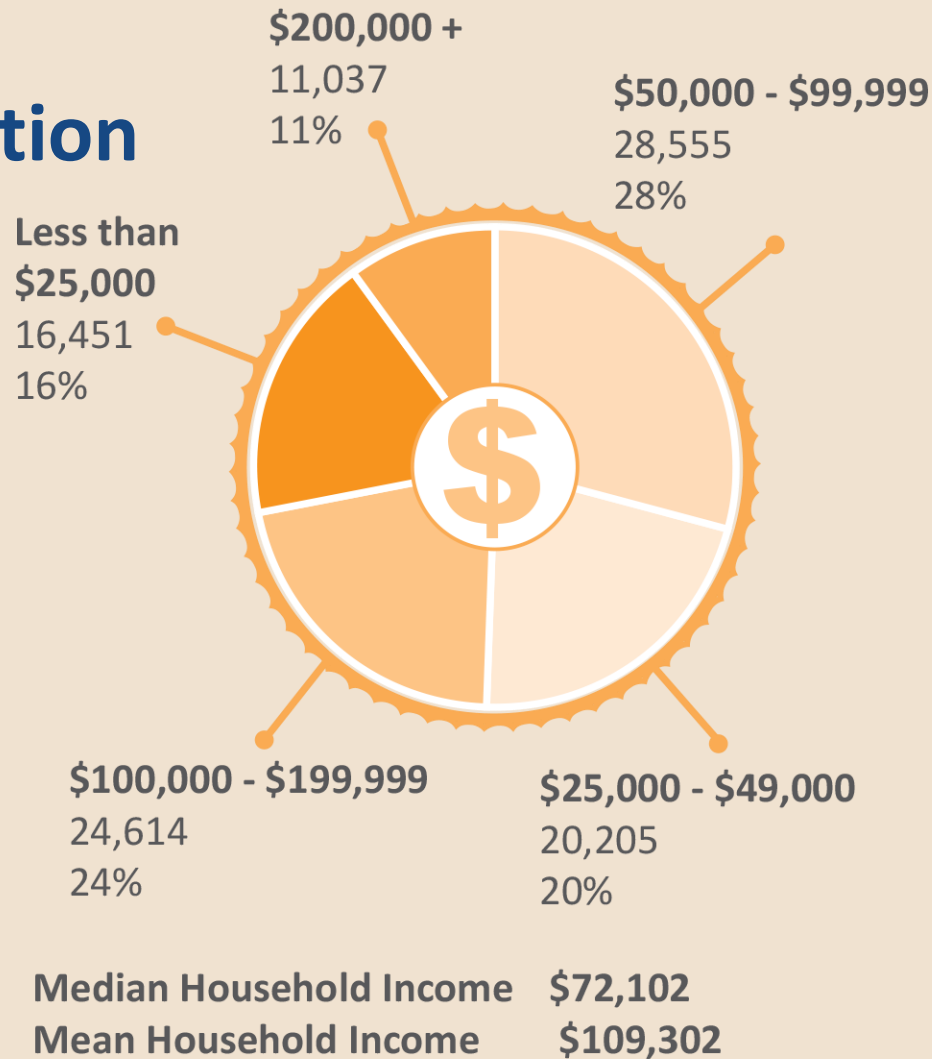


Source: U.S. Census Bureau, 2012 American Community Survey, 1-year estimates

# Housing Occupancy

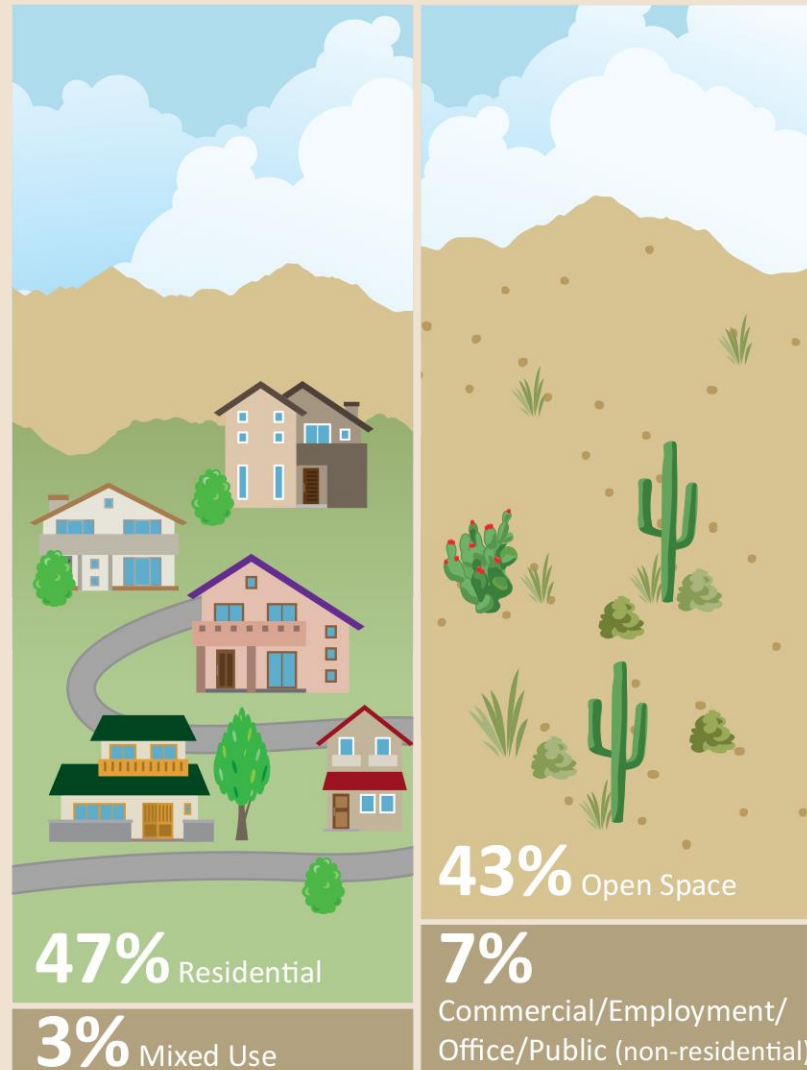


# Household Income Distribution

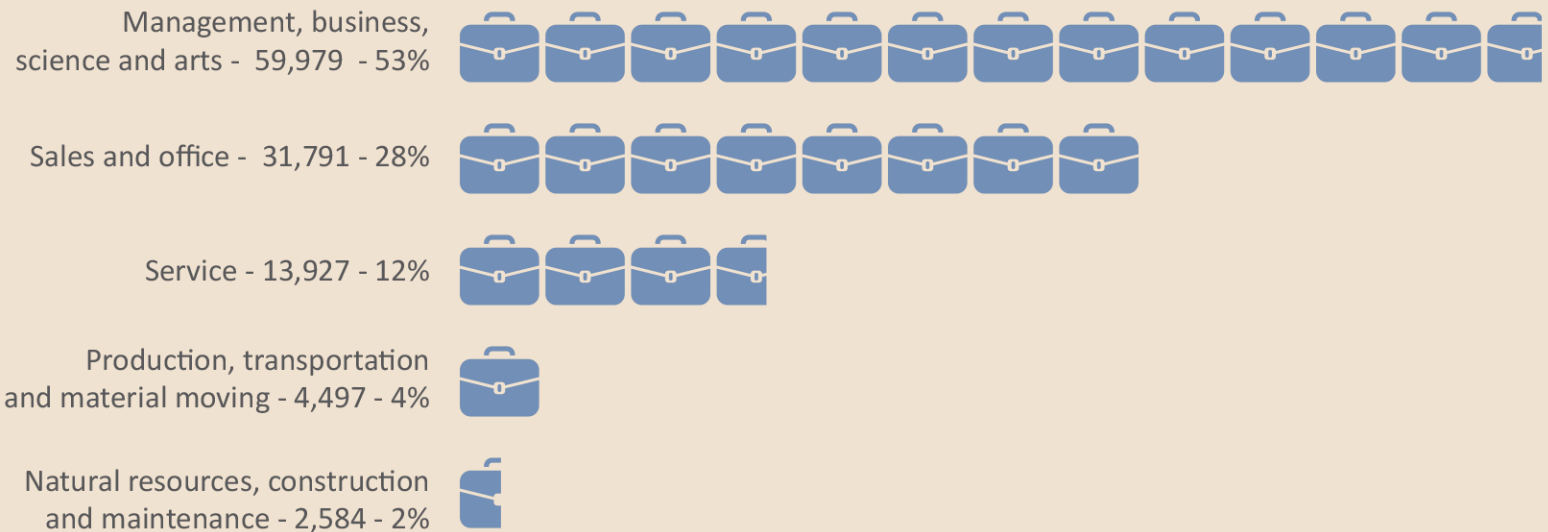


Source: U.S. Census Bureau, 2012 American Community Survey, 1-year estimates

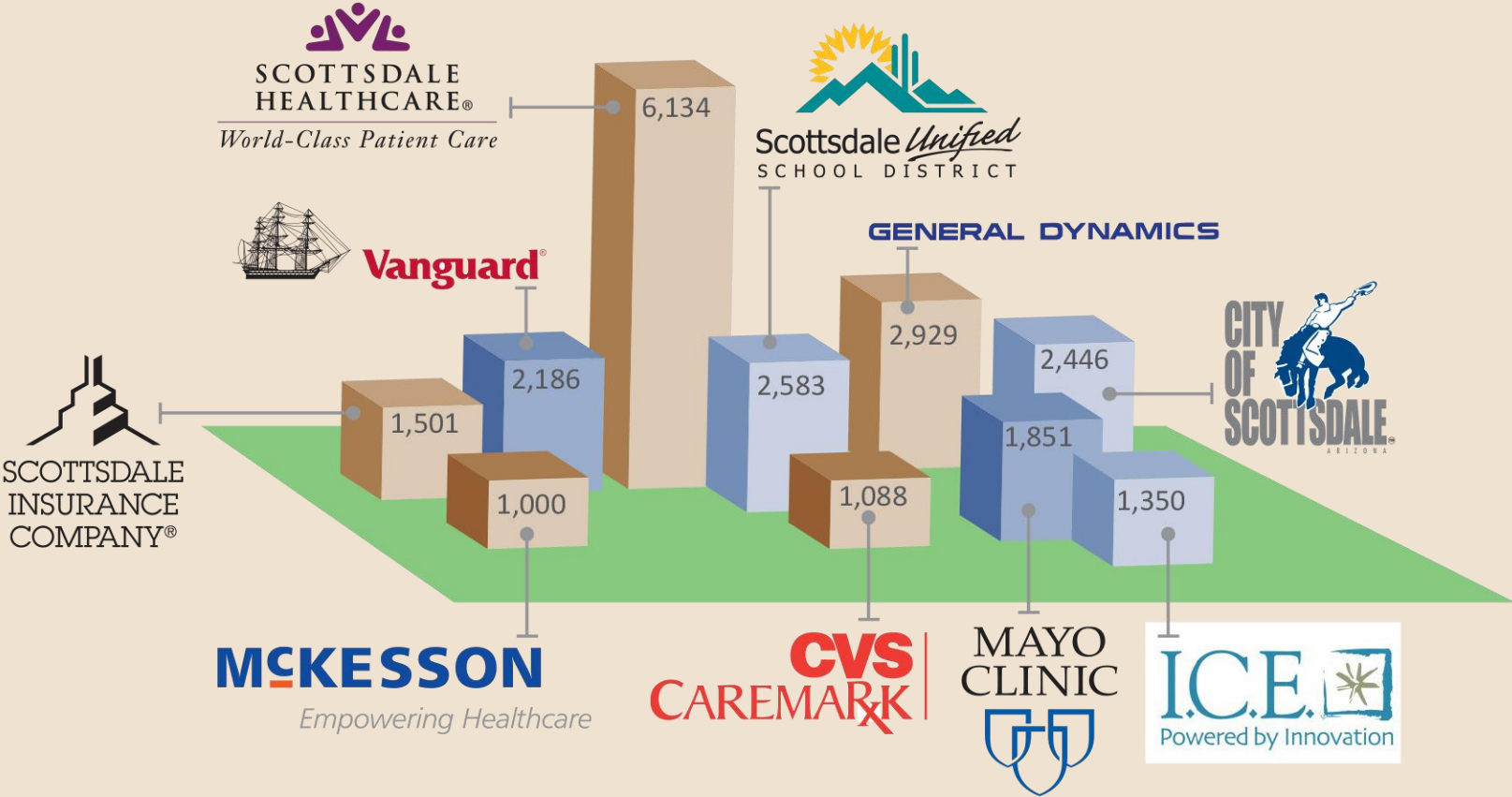
# General Plan Land Use



# Occupational Composition



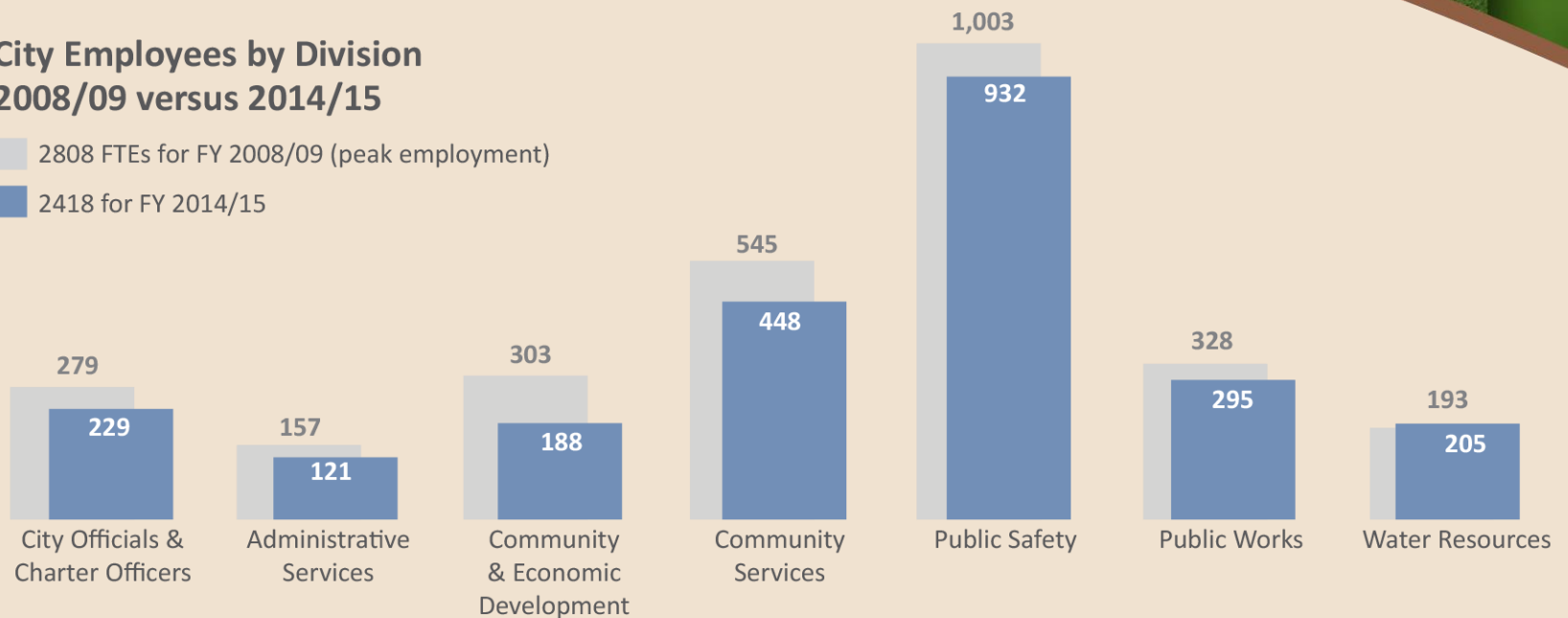
# Major Employers





## City Employees by Division 2008/09 versus 2014/15

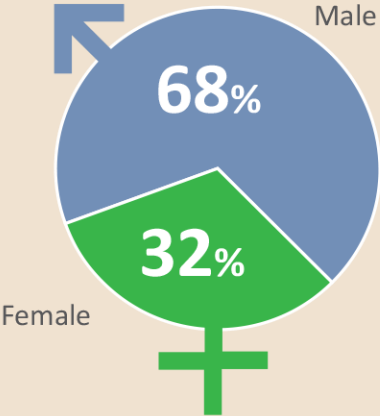
2808 FTEs for FY 2008/09 (peak employment)  
2418 for FY 2014/15



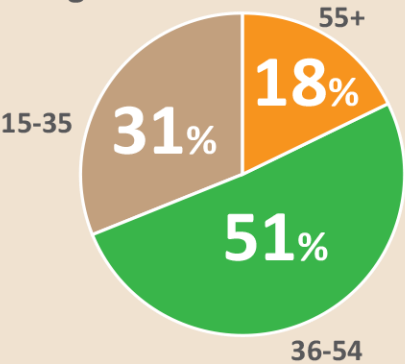
# City Employees

## Workforce Statistics

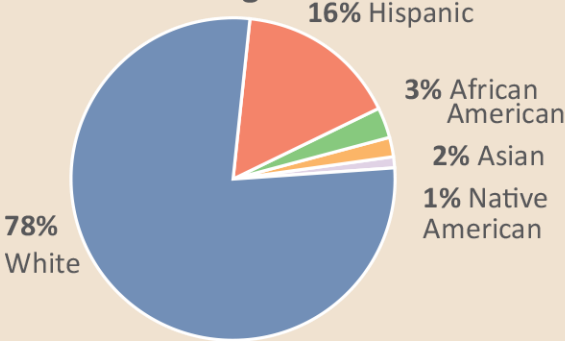
Sex



Age



Race and Ethnic Origin



Years of Service



# Simply Better Service for a World-Class Community

## *Public Health and Safety*



# Simply Better Service for a World-Class Community

## *Quality of Life*



# The West's Most Western Town



***Passing the Legacy***  
by Herb Mignery



***Bronze Horse Fountain***  
by Bob Parks



***The Yearlings***  
by George-Ann Tognoni



***Jack Knife***  
by Ed Mell



***Water Mark***  
by Laura Haddad and Tom Drugan

# Tony Nelssen Equestrian Center at WestWorld

## Tony Nelssen Equestrian Center

The expanded Tony Nelssen Equestrian Center at WestWorld opened in January 2014 as a flexible space for a wide variety of events and shows.

At 63 feet, it's taller than a five-story building.

You could fit a football field with 12 rows of bleachers and a press box inside the North Hall -- but your punts might hit the ceiling

It covers more than 257,000 square feet about the same floor area as a typical 25-story building.

Two Boeing 747s could fit inside the North Hall... if you could get them through the door.

More than 70 events were booked at WestWorld in 2014 including horse shows, auto auctions, rodeos, bull riding, home shows, a pet expo and a circus.

Most of WestWorld, including the Tony Nelssen Equestrian Center, sits on federal land managed by the Bureau of Reclamation



# **Guiding Scottsdale Forward**

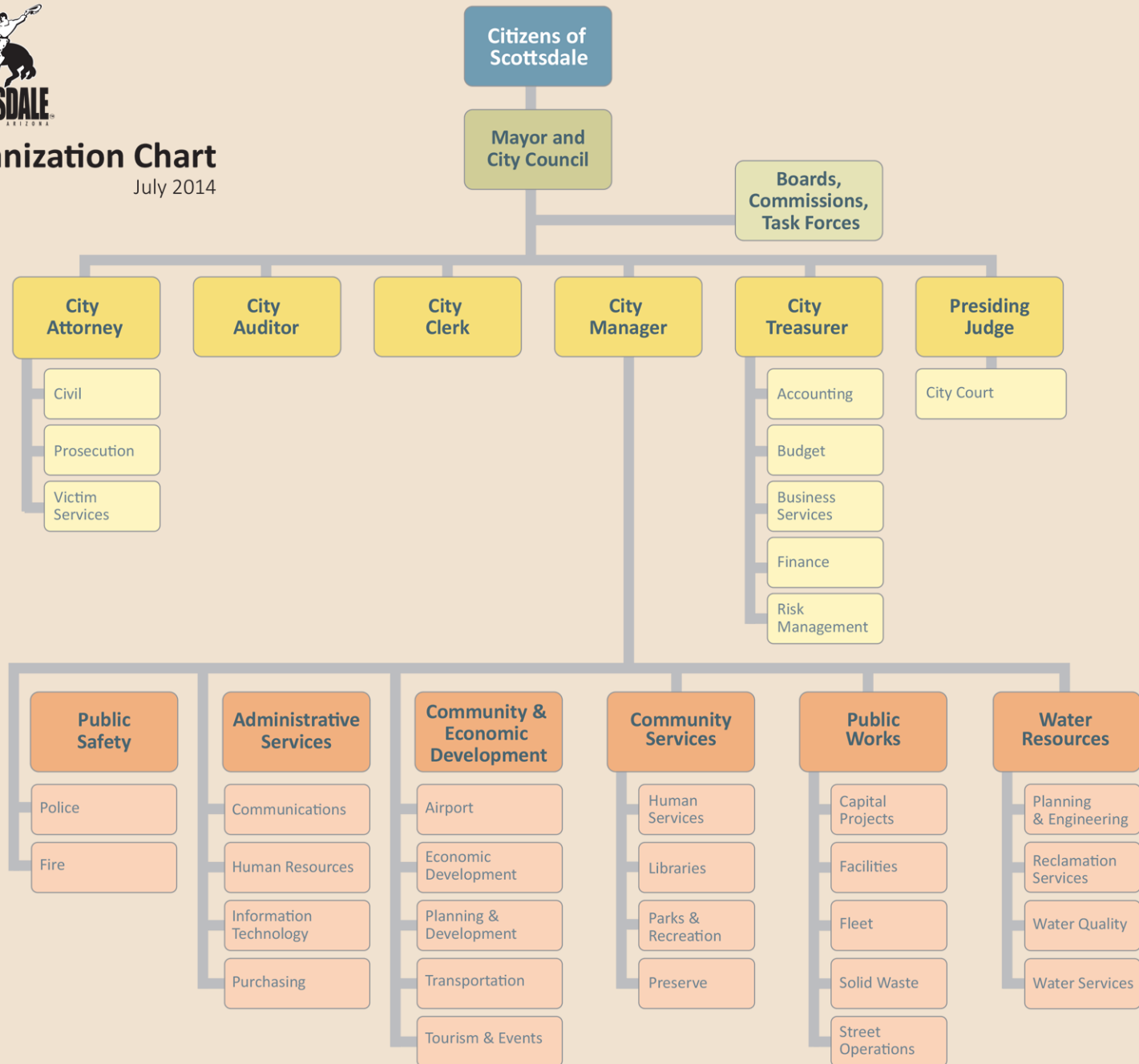
## An Introduction to Our Leadership

Photo by: Archie Tucker



# Organization Chart

July 2014



# Scottsdale City Council



**Dennis  
Robbins**



**Linda  
Milhaven**



**Suzanne  
Klapp**



**Mayor W.J.  
"Jim" Lane**



**Robert W.  
Littlefield**



**Virginia Korte**



**Guy Phillips**

The City Council is the governing body for Scottsdale. The council consists of the mayor and six council members who are elected to represent the city at large and serve overlapping, four-year terms. These seven citizens oversee the operations of city government and set policy, approve programs, appropriate funds, enact laws, select charter officers, and appoint residents to serve on advisory bodies. The mayor is the chair of the Scottsdale City Council and presides over its meetings.

# Charter Officers



**Bruce  
Washburn**  
City Attorney



**Sharron  
Walker**  
City Auditor



**Carolyn  
Jagger**  
City Clerk



**Fritz Behring**  
City Manager



**Jeff Nichols**  
City Treasurer



**Joseph Olcavage**  
City Judge

The City Council hires six officers to advise them on policy issues and run day-to-day operations. They are collectively known as the charter officers, because their positions are spelled out in the City Charter, a voter-approved document which describes the organization and authority of city government in Scottsdale.

## Scottsdale's Top Destinations



WestWorld



Pinnacle Peak Park



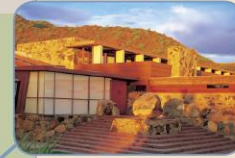
TPC Scottsdale



Preserve Gateway



Scottsdale Airport /  
Airpark



Taliesin West



Scottsdale Fashion  
Square



McCormick-Stillman  
Railroad Park



Downtown Scottsdale



Indian Bend Wash Greenbelt



Scottsdale Stadium



SkySong the ASU Scottsdale  
Innovation Center





# **Need assistance? Want to get involved?**

**Don't know who to call?**

**(480) 312-3111**

**Email a Question/Complaint?**

**[question@ScottsdaleAZ.gov](mailto:question@ScottsdaleAZ.gov)**

**Report A Problem**

**<http://www.scottsdaleaz.gov/servicerequest>**

**Email the City Council**

**[CityCouncil@ScottsdaleAZ.gov](mailto:CityCouncil@ScottsdaleAZ.gov)**

**Call the Mayor's Office**

**(480) 312-2433**

**Call the City Council Office**

**(480) 312-2550**

**Want to Volunteer?**

**<http://www.scottsdaleaz.gov/volunteer>**

**Apply to Serve on a Board?**

**<http://www.scottsdaleaz.gov/boards>**

**Twitter**

**[twitter.com/ScottsdaleAZgov](https://twitter.com/ScottsdaleAZgov)**

**Facebook**

**[facebook.com/ScottsdaleAZgov](https://facebook.com/ScottsdaleAZgov)**

**More About Scottsdale**

**[www.ScottsdaleAZ.gov/about](http://www.ScottsdaleAZ.gov/about)**



# City of Scottsdale

Incorporated 1951

<http://www.scottsdaleaz.gov/about/>